

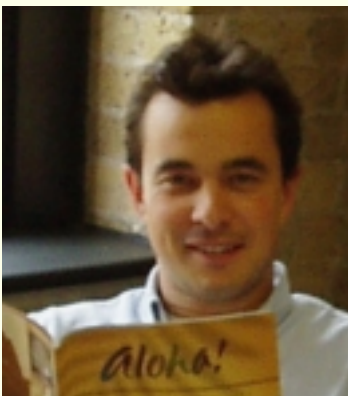
Who is Who at Hawaii Tourism Europe

Jonathan Sloan Born in Oxford in 1972, Jonathan's passion for travel began early in life as he lived in a number of European cities as a child including



Stockholm, Hamburg, Brussels and Bremen before settling down in London.

Determined to have a career in the hotel industry lead to a role in the sales & marketing at Grosvenor House in Central London. After an accidental slip into the PR world, roles with a travel PR agency, Conran Restaurants and Thistle Hotels followed over the next nine years. During this period Jonathan worked on a number of PR accounts ranging from tourist boards, airlines, tour operators, restaurants groups and hotel all around the world.



Last year Jonathan joined Hills Balfour as the PR director and has overseen the Hawaii Tourism Europe account in the UK and Scandinavian markets since the company was awarded the contract in January 2004. Jonathan's last trip to Hawaii was a quick stop over on his way to and from the Rugby World Cup in Australia.

Outside of office hours Jonathan also runs marathons (but not as well as Thomas from the German office does – see last month's issue!) and when he's not running he's out enjoying the sights, sounds and nightlife that London has to offer.

Newsletter Registration

If you would like to receive our monthly newsletter, please send an email to s.bisle@mangum.de, giving us your complete contact details. Thank you.

Bye Bye, Gabi! Gabi Klink, PR director at the Mangum office in Munich, left us end of May and followed her heart to New York. She had started to work for the Mangum Group in 1999 and built up the PR department. Being one of the tourism PR pioneers, Gabi has done a tremendous job, with great enthusiasm and engagement for her work, her partners and her colleagues. Thank you, Gabi, and all the best for your future in the City. Main PR contact in the Munich office will now be PR Manager Meike Peplow.



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See America UK

SeeAmerica Week will offer the Hawaii Tourism Europe team yet another opportunity to put the Hawaiian Islands in the media spotlight. During SeeAmerica Week, which begins on Monday 22

June, Vicky Moore, sales & marketing manager, Jonathan Sloan, PR director and Suzanne Seyghal, senior PR manager will be on hand to represent the destination to the cream of the UK travel media. The UK team will

be attending a number of events during the week including the opening reception, the SeeAmerica Forum, the Media Market Place and the Visit USA Ball being held at The Dorchester Hotel. With a month to go before the start of SeeAmerica Week, 125 UK travel media had already signed up to participate in the event, offering Hawaii a wonderful opportunity to be part of the largest USA travel media in the UK.



Travel Weekly

www.travelweekly.co.uk

THE CHOICE OF TRAVEL PROFESSIONALS

Hawaii Supplement

Hawaii Tourism Europe will be producing a Supplement in conjunction with Travel Weekly to be distributed to 26,000 travel trade. An additional 10,000 run-ons will also be produced to supply demand for consumer enquiries and consumer/trade shows. If you are interested in advertising and promoting yourselves within this supplement please contact Vickymoore@hillsbalfour.com

Marketing & PR Calendar - June

Kuoni / NCL/Hawaii Tourism Europe Luau
(June 8th)

Kuoni Destination Training Session
(June 17th)

Duracell & Hawaii Ironman promotion on radio HR3, Germany
(June 14th – 28th)

See America Week
(June 21st – 23rd)

Post Pow Wow Travel Expo (April 29 – May 06)



Hawaii Tourism Europe and Sun Islands Hawaii brought representatives from various European tour operators and Italian travel trade media to a Hawaii Travel Expo. The group experienced the islands of Oahu, Maui and Big Island and had the chance to meet many partners from hotel, transportation and attraction industry and Island Chapters. Many thanks to all sponsors, especially Hawaiian Airlines, Hilton Hawaiian Village, Fairmont Kea Lani and Hapuna Beach Hotel.





Hawaii on German TV at "Kaffee oder Tee"

Meike Peplow from HTE's Munich office was interview guest in the SWR TV studio for the afternoon program "Kaffee oder Tee". The destination Hawaii was featured with a 10 minutes video on the Aloha Islands and a 5 minutes interview with Meike Peplow. 110.000 spectators saw this program, which corresponds to 8% of all viewers. This Hawaii feature was accompanied by a spectator quiz and extensive coverage on the SWR website.

Hawaii sweepstakes in *Abendzeitung*"

Hawaii got tremendous coverage in *Abendzeitung*, a South German daily newspaper. On 3 pages, HTE and Eest Reisen presented the diversity and natural beauty of the Aloha Islands. Various questions on the destination had to be answered to participate in the raffle of a trip to Hawaii, sponsored by Eest Reisen and United Airlines.



Hawaii goes to Ireland

Tour America Consumer Show on October 10th 2004: HTE will exhibit in partnership with Heli USA in Ireland at the Tour America one-day North America consumer show with over 5000 attendees and onsite booking centre.

Salomon surf event, Switzerland, May 15

Salomon, world-known sport article brand, launches currently a new surf line named "Blue line". As launch event, a surf contest was organised in Bremgarten, Switzerland. Hawaii promotion by TQ3, business travel specialist, and HTE, with a Hawaii booth and concrete Hawaii offers.



Be present at EIBTM, Barcelona

EIBTM, the world's premier international show dedicated to the global meetings and incentive industry, will be held in Barcelona/Spain from November 30 – December 2. HTE will be present with an own booth and offers you to benefit from pre-scheduled appointments with hosted buyer groups. You'll get further information on the show at <http://www.eibtm.ch> or from Silvia, s.bisle@mangum.de. Participation Fee: US\$ 1.500.